

Brian Wittman: Chief Creative Officer

online portfolio at: bwittman.com

Areas of Expertise Include:

- Brand Identity
- Producer/Director
- Mobile App UI/UX Design
- Product Development
- Social Media Campaigns
- Direct Response Innovations
- Web Design/Development
- Photographer and Editor
- Copywriter
- Digital Marketing

Professional Experience

Bottom Line Inc (*formerly Boardroom*) Stamford, CT

2015

Executive Creative Director

For over 40 years, BottomLine Inc has provided consumer health and financial news to over 20 million readers worldwide. Its vast array of expert-sourced content is published in both subscription-based newsletter and books, including licensed publications from the world's most prestigious direct marketing partners.

- Manage in-house staff and outside print and digital designers and copywriters (22+).
- Lead company's rebranding efforts as they transition to multi-channel.
- Recreated the core direct response efforts to achieve 21-47% lift in response equally a trajectory of an additional **\$4-10+ million in additional revenue.**
- Develop best-in-class website/ecommerce experience (Wordpress and Magento)
- Designed and launched the new consumer-facing website and e-tail store.
- Influenced marketing and social efforts, overseeing and applying "best-practices."
- Negotiated new contracts and vendor relations to reduce operating costs by \$250,000+/year in the first 6 months.
- Manage in-house video and still photography studio.

Brian Wittman Studio

Brookfield, CT

2001-present

Creative leader for a myriad of start-up initiatives including:

MxVGolf: patented product design, marketing, and day-to-day business for the world's most accurate golf putter. Includes video production, trade show design and advertising.

Colupon: serving as VP Marketing/Creative Director for mobile app start-up in the coupon space. App and web design, social media, digital marketing retail and student ambassador programs and marketing strategy and execution including investor presentations.

Biometric Security Institute Greenwich, CT/Phoenix, AZ 2009-2014
Serving as Creative Director for the development of mobile security applications including user experience and interface design, website integration, brand identity, consumer copywriting and scripting, voiceover and multimedia presentations for raising venture and crowdfunding capital.

InfoDirections Inc. Victor, NY 2001-2011
Served as Creative Director for top tier telecom billing software company. Developed the brand's overall business-to-business initiatives including website, marketing, collateral, trade advertising, national trade show booth and user group themes and curriculum templates.

By Kids For Kids (BKFK) Stamford, CT 2003-2009
Served as Creative Director for kids invention-to-patent company. Executed themed website challenges (custom branded landing pages, banners) matching in-school curriculum, licensing and convention trade material including video production, trade show materials and investor presentations.

Guideposts Magazine Carmel, NY 2003-2009
Freelance contractor providing web-based solutions to direct mail efforts for new subscribers. Tested numerous traditional direct campaigns with great success providing copywriting and design services. Developed proprietary interactive direct response vehicle resulting in 34% response rate.

priceline.com Stamford, CT 1998-2001
Creative Director/VP
Employee #22 for the world's first "name your own price" travel agency, priceline.com (an incubated company from its parent, Walker Digital), grew to be the third most recognized site on the internet. Brought a one man shop for the first 7 months of start up to managing over 16 employees for a spin-off, in-house world class agency.

- Designed the corporate brand identity for priceline.com (subsequent verticals and additional incubated companies of WDD).
- Directed and produced William Shatner radio commercials and co-wrote scripts.
- Negotiated media buys with top radio networks and personalities including Howard Stern, Rush Limbaugh and Opey & Anthony.
- Designed and prepared all media including magazine and newspaper advertising campaigns.
- Managed a streamlined department of 16 designers to facilitate an effective alternative to outside agency costs, developed and controlled departmental budget in excess of \$2M.

Independent product launches:

Threadmill: Mobile app, currently in development.

MxVGolf/CenterStrike Golf: Patented, game changing golf putters.

Guitargoyles: Metal guitar picks for the discerning musician

Connecticut Food Trail: interactive specialty food-based product locator

Nip 'N Tang: award-winning, nationally recognized specialty food condiment

CigarWitt: cigar related apparel design for GSI International

TieDyeTie: thirtysomething-inspired men's neckwear

Special skills:

Mac user with skills in Adobe Creative Suite, Apple's Keynote, Powerpoint, social media.

Professional photographer using both medium format (Hasselblad) and DSLR (Canon 5D Mark IV) cameras.